



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: April 17, 2017

Re: Report on Solar Eclipse Planned Events and Sponsorships

Executive Summary

In anticipation of the total solar eclipse taking place on Monday, August 21, 2017, the Columbia Convention and Visitors Bureau (CVB) is overseeing the planning of multiple events on the 21st and the preceding weekend. With Columbia in the path of totality for the eclipse, it presents a truly once-in-a-lifetime opportunity to highlight the community as a destination. Millions of people across the country will travel to observe the eclipse somewhere in the path of totality, and Columbia is positioning itself as an ideal location.

Discussion

The CVB is partnering with the Parks and Recreation Department and Off Track Events on planning and producing the following events:

-Saturday, August 19th:

- Kaleidospoke (Parks and Recreation Event)
- Movie in the Park at Cosmo Park (Partner with Parks and Recreation)

-Sunday, August 20th:

- Trail-based 5K fun run (capped at 250 participants)
- Trail-based bicycle ride (capped at 250 participants)
- Afternoon music festival

-Monday, August 21st:

- Viewing event at Gans Creek Recreation Area (eclipse enthusiasts)
- Viewing event at Cosmo Park (festival atmosphere)

In order to properly execute events of this magnitude, the CVB is soliciting sponsorships from community partners to offset the costs associated with various expenses. The CVB will appropriate those funds into a dedicated revenue account and pay out to either Off Track Events or specific vendors based on incurred expenses for the events.

The CVB looks forward to hosting a successful weekend culminating in one of the great astronomical happenings of our time.



Fiscal Impact

Short-Term Impact: \$10,000

Long-Term Impact: N/A

Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Parks, Recreation & Greenways, Tertiary Impact: Tertiary

Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
Manually enter dates in this format: MM/DD/YYYY. Use hard returns to get to the next line of action entry.	N/A

Suggested Council Action

Acceptance of this report.